UK Data Archive Study Number 2434 - Welsh Motels, July 1965 SN 2434

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SOCIAL SURVEYS (GALLUP POLL) LIMITED - CS 6731 - JULY 1965 (77/80)

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19 Where do you live?
1 Britain, Northern Ireland
2 Southern Ireland
3 Europe
4 US, Canada
5 Elsewhere
-C
} Skip to Q 21

If in Britain or Northern Ireland

20a) Would you give me the name of the town? *(Write in)* Town. _____
County _____

b) And could you please tell me the part of the country by giving me the appropriate number from this card? *(Show Card A)*

Region number
1 5 9
2 6 0
3 7 X
4 8 V -C

ASK ALL

21a) Are you on your main holiday, some other holiday or short break, on business, or travelling for some other reason?
1 Main holiday
2 Other holiday or short break
3 Business
4 Business and holiday
5 Visiting friends, relatives other than holiday
6 Other reason
-7

b) Are you visiting (have you been visiting) one or two places only or touring?
8 One place only
9 Two places only
X Touring, 3 or more places
-V Don't know, not decided yet

22a) What vehicle are you travelling with - a car, van, motor caravan (like a dormobile) minibus or what?
-1 Car, van - own
2 - company's
3 - friend's relative's
4 - hired
5 Motor caravan, minibus - own, company's, friend's, relative's
6 - hired
7 Motorbike, scooter
8 Other vehicle
9 No vehicle *(Skip to Q 23)*

b) Is it your own or your company's vehicle, or does it belong to a friend or relative - or have you hired it?

c) *If car, van* Have you got a caravan trailer or other trailer with it on this trip?
0 Caravan trailer
X Other trailer
-V No trailer

ASK ALL

23 Where did you start this trip? (- in this country) *if overseas visitor*
-3 From home *(as in Q 25)*
4 From other place *(write in town name)*

24 *If other place* Could you please tell me the part of the country by giving me the appropriate number from this card? *(Show Card A)*

Region number
1 5 9
2 6 0
3 7 X
4 8 V -C

ASK ALL

25 From the time you left (place named in Q) to the time you get back home again *(if overseas visitor* back to the port or airport you are leaving from) how many nights will you have been away altogether? *(Write in actual number and code)*

Actual no of nights _____
1 1 - 3 nights
2 4 "
3 5 "
4 6 "
5 7 "
6 8 - 10 "
7 11 - 14 "
8 15 - 21 "
9 22 - 28 "
X Over 28 "
-V Don't know yet

26 And how many nights altogether have you been staying at this motel on this visit?
1 One night
2 2 nights
3 3 "
4 4 "
5 5 "
6 6 "
7 7 "
8 8 nights or more
-C (write in number) ...

INTERVIEWER

If whole trip spent at motel: i e same answer to Q's 25 and 26 ring code V below and skip to Q 32

If whole trip NOT spent at motel, mark below number of nights spent or to be spent elsewhere and ask Q 28

27 Number of nights elsewhere.
1 One night elsewhere
2 2 nights elsewhere
3 3 " "
4 4 " "
5 5 " "
6 6 " "
7 7 nights elsewhere
8 8 " "
9 9 " "
0 10 or more nights elsewhere
X Don't know how many yet
V Whole trip at motel
-C

28 In what places did you stay for one night or more before reaching this motel? Would you give them in order please
X Motel first stop *(Skip to Q 32)*
And would you say how many nights you stayed at each place?
What sort of accommodation did you stay in? *(Show Card B)*

Places stayed in	No of nights	Accommodation *(write in code no)*
1st stop		
2nd "		
3rd "		
4th "		
5th "		
6th "		
Total nights before reaching motel	-V	*(29)* -V

31 After you leave the motel, where else will you be staying on this trip? *(Write in below)*
X Will stay, but don't know where
-V Nowhere else *(skip to Q 32)*

Ask all staying elsewhere. How many nights will you stay in each place?
What sort of accommodation will you use? *(Show Card B)*

Places to be stayed in	No of nights	D K	Accommodation *(Code No)*	D K
		-V		-V
		-V		-V
		-V		-V
		-V		-V
		-V		-V
		-V		-V
Total nights after leaving motel		*(32)*		

-V Don't know

ASK ALL

34a) On the day you came here, at what time did you leave the place where you spent the previous night? (the previous day? - *if contact drove all through the night)*
_____ a m
_____ p m
-V Don't know

b) At what time did you arrive here on that day?
_____ a m
_____ p m
-V Don't know

c) So that means hours altogether from the time you started
1 Less than 3 hours
2 3 - 5 hours
3 6 - 8 "
4 9 - 10 "
5 11 - 15 "
6 16 hours or more
-7 Don't know

d) Were you travelling almost all the time or did you make any stops of half-an-hour or more on the way? If so, for about how long altogether did you stop?
8 Travelling whole time
9 Up to 1 hour
0 " " 2 hours
X " " 3 hours or more
-V Don't know

35a) How many miles would you say would make up one day's comfortable journey by car?
1 Less than 100 miles
2 100 - 150 miles
3 151 - 200 "
4 201 - 250 "
5 251 - 300 "
6 300 miles or more
-7 Don't know, depends on circumstances

b) Did you have your evening meal in the motel last night
8 Yes
-9 No

c) Did you have breakfast in your room or in the restaurant to-day?
0 Room
X Restaurant
-V

36 Why did you stay at this motel and not in any other kind of accommodation?

1 Only place where a booking was available
2 It's a convenient point in the journey
3 There are no good hotels in the area
4 Just saw it, came across it on the road
5 Prefer motels to other accommodation, greater freedom
6 Never stayed in motel before - wanted to try it
7 Stayed here before and like it, prefer this motel
8 Attractive location good centre
9 Recommended by friends, people in area, other motels
0 Saw it in hotel guide, AA book etc
X Other *(write in)*

_____

-V Don't know, no special reason

37 Did you book your accommodation here beforehand? If so, how long ago did you book it?

1 Up to 1 week ago
2 2 weeks "
3 3 " "
4 4 " "
5 5 - 8 weeks ago
6 3 months ago
7 Over 3 months ago _____ (write in)
-V Not booked beforehand

38 Did you try to get accommodation anywhere else in or around this area before deciding on this motel? If so, where did you try? *(write in)*

1 Yes, tried _____

_____

-V No, did not try elsewhere, don't know

39 Are you travelling entirely alone, or with your wife/husband, your family or with friends or business associates? *(Mark all mentioned)*

1 Entirely alone
With
2 Wife/husband
3 Family
4 Friends, other relatives
5 Business associates
-6

40 How much altogether have you spent at the motel, counting your bill for accommodation, all meals and drinks, tips, petrol bought at the motel and anything else you've bought here? Please include any members of your family or others in your personal party for whom you/your husband are paying *(Write in actual amount and code)*

Actual amount £ _____

1 Up to £2 10s
2 £3 10s
3 £4 10s
4 £5 10s
5 £6 10s
6 £7 10s
7 £9 10s
8 £12 10s
9 £15 10s
0 £18 10s
X Over £18 10s
-V Don't know

41 Including yourself, how many people does this expenditure cover? *(Write in number)*

Total _____

-X Adults 16 and over including contact _____
V Children under 16 _____

How many of these are adults and young people aged 16 and over and how many are children under 16? *(Ring at left of group description and write in number)*

44 What do you think about the price at this motel for bed and breakfast, and parking? *(Show Card C)*

1 Too high for what you get
2 More than usually paid, but worth it
3 Reasonable, fair
4 Good, very good
-5 Don't know

45 Please show me how far up or down this scale you would put this motel, in terms of value for money? *(Show Stapel Scale Card)*

46 And where would you put most hotels at a similar price in terms of value for money? *(Show Stapel Card)*

	This motel	Most hotels
+ ☐	1	1
☐	2	2
☐	3	3
☐	4	4
☐	5	5
	-6	- 6
[redacted]	7	7
[redacted]	8	8
[redacted]	9	9
[redacted]	0	0
_ [redacted]	X	X
Never stayed at an hotel		V

47 About how much altogether will this whole trip have cost you by the time you reach home, for yourself and any other members of your party for whom you/your husband are paying? Please count all expenditure - accommodation everywhere, petrol, garaging and parking, meals and drinks, ices, tips, gifts and other purchases, and all other expenditure *If Don't Know* What is your best guess? *(Write in actual amount and ring code)*

£ . actual amount

1 £10 or less
2 £11 - £15
3 £16 - £20
4 £21 - £25
5 £26 - £30
6 £31 - £40
7 £41 - £50
8 £51 - £60
9 £61 - £70
0 £71 - £80
X £81 and over
-V Don't know, can't recall

48 How many people does this cover including yourself? Number of people _____

49 And out of this amount *(Q 47)* about how much do you reckon you will have spent on petrol just for the journey from your starting point to your final destination on the outward journey and then back home again? *If touring* How much will you have spent on petrol for the whole of the round trip?

1 Up to £1
2 £1 is - £2
3 £2 is - £3
4 £3 is - £4
5 £4 is - £5
6 £5 is - £10
7 £10 is - £15
8 £15 is and over
9 Credit card facilities
-X Don't know
V No vehicle

Continued ./..

ASK ALL

50 What do you particularly like about this motel? *(Mark all mentioned)*

If contact gives any of these answers ring code, but ask for full explanation and ring other appropriate codes also

1 Convenience
2 The atmosphere
3 The informality

Booking, rooms, units etc
4 Can arrive or go at any time; pay on arrival
5 Needn't make Saturday to Saturday bookings
6 Can be completely private; like the separate units
7 Better for children
8 Better for pets
9 Private bathroom; shower, plenty of hot water
0 The bedrooms attractively designed/decorated
X Heating is good
V Service first class, all provided, no tipping
10 TV in bedrooms

Car service etc.
20 Right next to your car, no parking worries
30 Right on the road, no worries about traffic when you arrive or leave

Food etc
40 Automatic tea service
50 The restaurant food is good
60 Like the Continental breakfast, breakfast any time
70 The bar, restaurant attractively designed/decorated
80 Up-to-date type of accommodation, well planned, laid out

Atmosphere
90 Friendly atmosphere

Other
00 Location, quiet surrounds, near coast

XO Other comment *(write in)* _____

-VO Don't know

51 If you owned this motel and wanted to attract more visitors, what changes or improvements would you make? *(Mark all mentioned)*

Rooms etc
1 Offer cheaper children's accommodation, e.g rooms without bath, divans in parents' room
2 Provide children's playroom, dining room, children's supervision
3 Provide another lounge, lounge separate from bar
4 Improve sound-proofing against noise from other room units
5 Improve sound-proofing against noise from kitchen
6 Improve sound-proofing against noise from car park, road
7 Commercial TV in bedroom
8 Radio in bedroom
9 Improve heating generally

Car, service, signposts
X Provide under-cover parking
V Provide a garage with every room
10 Improve signposting to motel

Food etc
20 Improve restaurant, food
30 Provide a cooked breakfast in bedrooms

Other points
40 Reduce prices
50 Provide swimming pool
60 Advertise, publicise it more, let more people know about it

70 Other *(write in)* _____

-VO No changes or improvements needed, don't know

54 Did you or any member of your party use the television set in your own rooms at all while you were here? If so, for about how long did you watch it? *(Add - each evening? if contact stayed 3 or more nights)*

Watched TV
7 Up to 1 hour
8 " " 2 hours
9 " " 3 "
0 More than 3 hours
X Don't know how long
-V Did not use TV at all

55 How or where did you first get to hear about motels in general - I mean as a type of accommodation?

1 This is the first time, just saw this and came in
2 Used or saw them abroad - Europe, U S
3 Read newspaper/magazine reports
4 Read guide books
5 From husband/wife
6 From other relatives/friends
7 From business associates
8 From films, TV show, books about the USA
9 Just came across a motel in Britain; live near a motel

X Other *(write in)* _____

-V Can't recall

If "Just came across a motel in Britain, live near a motel" others skip to Q 57

56 Which motel was it? *(write in)* *If name not known* What town was it near?

_____

_____

-V Can't recall

57 Did you stay there the first time you came across it, or did you just use the bar, restaurant, or other facilities or did you just pass it?

1 Stayed there
2 Just used restaurant, bar, other facilities
3 Just passed it
-4 Can't recall

ASK ALL

58 Including this visit here, how many times have you ever stayed in a motel?

a) In this country?

b) Any other country?

This country	Other country	
-1	1	Once, this is the first time
2	2	Twice
3	3	Three times
4	4	Four "
5	5	Five "
6	6	Six "
7	7	Seven to twelve times
		Over twelve times *(Write in no)* _____
X	X	Can't recall
V	-V	Never

60 Can you name any other motels in Britain - and the towns they are near - whether you have visited them or not? *(Write in all mentioned)*

Name of motel	Town

-V Don't know any others

If stayed more than one night in the motel (see Q 26 others skip to Q 66

62 While you have been staying at the motel on this visit have you done any of these things? Please mention only those you have done since your arrival at the motel and not anything else you may have done during the other parts of your trip *(Read out and mark all mentioned)*

1 Taken a short walk in the immediate neighbourhood
2 Done a longer walk of say 4 or more miles
3 Driven around in the countryside
4 Fishing, angling
5 Had a picnic
6 Gone up the Snowdon Railway
7 Climbing
8 Visited the coast
9 Swimming
X Nature study e.g bird watching
V Shooting
10 Riding
20 Sailing, rowing, sea trip
30 Sight-seeing, e.g Caernarvon Castle, Conway Castle, Menai Bridge
40 Anything else *(write in)* _____

-VO None of these

Continued .

64 While you have been staying at the motel this time, have you visited any other places in the area? If so, could you tell me all the places you've been to from here?

Any others?

1 Anglesey, including Holyhead
2 Bangor
3 Barmouth
4 Beddgelert
5 Bethesda
6 Betws-y-coed
7 Caernarvon
8 Capel Curig
9 Colwyn Bay
X Conway
V Dolgelley
10 Harlech
20 Lake Ogwen
30 Llanberis
40 Menai Bridge
50 Portmadoc
60 Other *(write in)*

-V0 Nowhere

ASK ALL.

66 Do you think you will stay at this motel again sometimes in the next two or three years? If so would you be likely to stay here for a holiday visit of 4 nights or more or would it be for a shorter stay of 2, 3 nights or one night only?

1 Yes, 4 nights or more
2 Yes, 2/3 nights or more
3 Yes, one night only
4 Would stay again - can't say how long
5 No, not likely to visit again
-6 Don't know if I would come again

67 Could you please use this card to give me the code number for your total family income from all sources, before tax and other deductions? *(Show CARD X)*

1 2 3 4 5 6 7 8 9 0 X -V

68 How are you (your husband, if housewife not working) paid - weekly, fortnightly or monthly?

1 Weekly
2 Fortnightly
3 Monthly
4 Other way
5 Don't know
6 Retired, OAP
7 Housewife only, widow, etc.
8 Student -9

69 Could you tell me your occupation? *(Husband's if housewife not working) (Write in and code)*

Manual: type AND grade

1 Factory
2 Transport
3 Building
4 Farm and other manual
5 Skilled
6 Semi-skilled
7 Unskilled

Non-manual:

8 Professional
9 Director, proprietor, manager
0 Shop, personal service
X Office and others
V Student, not working, retired etc.
-C

70a) Have you (your husband) a Trade Union card?

1 Yes
-2 No

b) If you had to say which social class you belong to, what would you say? *(Read out 5 alternatives)*

3 Upper
4 Upper-middle
5 Middle
6 Lower-middle
7 Working
-8 Don't know

c) Do you have a television set at home? If so, does it get ITV and BBC or BBC only?

9 ITV
X BBC only
-V No TV set

71 Live in private household consisting of

77 ..... Infants 0 - 4 years
78 .. ... Children 5 - 10 "
79 ..... 11 - 15 "
..... Adults 16 and over, incl contact
TOTAL

V Live in hostel, hotel, institution, school or other non-private household

73 Sex

1 Man
Woman:
2 Housewife
3 Not housewife
-C

Marital status:

4 Married
5 Single
6 Widowed, divorced, etc.
-C

Social group.

7 AV+
8 AV
9 AV-
X Group D
-C

74 Age

1 16 - 20
2 21 - 24
3 25 - 29
4 30 - 34
5 35 - 44
6 45 - 49
7 50 - 64
8 65 and over
-9

75 Day of interview:

1 Sunday
2 Monday
3 Tuesday
4 Wednesday
5 Thursday
6 Friday
7 Saturday
-C

Name and initials of contact - please PRINT

Mr.
Mrs. _____
Miss

Full home address: _____

_____

_____

Town: _____ County: _____

Telephone number *(write in)* _____

76 1 Own 'phone
2 Shared 'phone
-3 No 'phone

I hereby attest that this is an interview strictly in accordance with your directions, made with a person who is a stranger to me

Date _____

Signed. _____

76 5 July
6 August
7 September
8 October 1965
-9 March 1966 -C

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